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Autonomous Sensory Meridian Response (ASMR) and Culture

Alfa Ramirez¹⁷

Autonomous Sensory Meridian Response (ASMR) is a community that listens and watches videos on the internet that give them a feeling of relaxation and tingles. The feeling of tingles has been associated with specific triggers, or types of videos that people listen to such as whispering or personal attention. Within the last five years studies in ASMR have become a study of interest, but the community has been around since the early 2000s. The purpose of this demographic research is to investigate who the people are within this community, - the culture that surrounds the phenomenon of ASMR. This will help to understand the effects ASMR is having on people and continue to apply ASMR to education, therapy, and advertisements. I hypothesized that Caucasian boys from Europe and North America would be drawn to ASMR and would most likely listen to whisper videos alone, and while having little to no primary caregivers from the ages of 13 and above. The results are presented and future research is discussed.

The following literature describes what is currently known about autonomous sensory meridian response (ASMR) and illustrates the way in which different cultures have had similar experiences with ASMR. Autonomous sensory meridian response (ASMR) was coined by Jennifer Allen in the early 2000s; she created a community where people who felt the same sensations towards videos could find a place to bond and share more videos that made them feel relaxed and tingle sensations (Craig, 2016). These videos that range from crisp sounding whispering, role-playing, zen- gardens, lego building, etc all use repetitive, slow actions and accompany soft spoken words (Anderson, 2015). One of the first ASMR studies explored its

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links to relaxation, tingles, flow state, depression, chronic pain, at what location, and at what time people listened and watched ASMR at (Barratt & Davis, 2015). They found with 475 people that 98% of people listened to ASMR to feel relaxed, 82% to sleep, and 70% to de-stress. The top three videos or triggers were whispering, personal attention, and crisp sounds. They were most likely to listen to ASMR at night and 52% of people said they listen to ASMR alone. Eighty percent of people said they felt happier after listening to ASMR, and 63% felt tingles. Furthermore, 241 people said they first encountered ASMR between 5 and 10 years old.

An almost identical study done by Ramirez (2016) of 419 people revealed similar results. When asked why people listened to ASMR, the top three responses were to feel relaxed, to feel tingles, and to fall asleep. The top three videos or triggers were whispering, role-play, and massage. They were most likely to listen to ASMR at night, with 100% of people responding that they watched ASMR alone (Ramirez, 2016). Barratt and Davis (2015) and Ramirez (2016) explored flow state and tingles, and negative feelings, such as depression and chronic pain, and they associated them with ASMR exposure. Most participants in both studies who felt tingles on their body felt immersed, and people who were depressed and experienced chronic pain usually felt better after listening and watching ASMR. Immersion was defined as deep mental involvement and was tested by asking questions based off of an immersion scale. Furthermore, Ramirez (2016) found that 44% of the participants were men around the ages of 14-90, and the respondents were 23 years of age, on average.

The previous studies mentioned relaxation, tingles, and pain relief. These are highly regarded as phenomena associated with ASMR. Many people have discovered ASMR by accident while surfing the internet around a young age and seem to find it among websites such

as Reddit, YouTube, and Twitter. In the present study, more detailed demographic information of those who listen to ASMR were investigated.

Along with this, I intended to understand ASMR across countries where ASMR is relatively new, since it has primarily been investigated in countries such as Canada, France, and the US, where ASMR is already quite popular. The focus on different places, ethnicities/races, income, and obtaining more demographic information in the following study will reveal who really takes part in ASMR and could possibly show information we did not know about the community. Thus far, ASMR has even been becoming popular in Japan (Jordan, 2016). Juslin et al. (2016) tell us how different cultures such as individualistic versus collectivistic cultures are different in music, which is the closest cousin to ASMR that we know can also cause a goosebump effect (Grewe et al., 2009). Individualistic cultures would be more inclined to listen to ASMR because in such cultures there is a tendency to do what one person would like to do, no matter what anyone else thinks. In collectivistic cultures, one may not be drawn to ASMR because people go with what their group believes and to think or act differently is to not be apart of that group. If someone listened to ASMR in a collectivistic culture and their group around them believed it was weird or strange, they would be more likely to not listen to ASMR.

Gallagher (2016) has theorized that ASMR is just an internet phenomenon due to YouTube's algorithm that throws recommendations to people and has caught on as a fad. Weinberg (2015) commented that videos are only popular because of the close community feeling such as ASMRtists, or people who make ASMR videos, who stay in constant contact with their viewers make them feel comfortable, therefore feeling more relaxed. Anderson (2015) contributed the explanation that people who are drawn to ASMR have no intimate relationships with their parental figures and will often like the personal attention videos to feel comforted.

All of this information has been applied to education, therapy, and advertisements. The rapid growth of ASMR can be seen everywhere. Apprich (2016) says that ASMR gives enough space for students to be able to passively listen to while studying or taking a test because of its repetitive gentle sounds that cause calmness. They applied it to the educational environment and found that this was true. People are using ASMR in therapy by playing ASMR in the background based off the idea that people with depression and chronic pain feel happier and no pain after listening to ASMR (Barratt & Davis, 2016). Craig (2017b) reports that TV is applying ASMR to a comedy show. He also reports that Toyota used ASMR in a car commercial (Craig, 2017c). Craig (2017a) also reports that a Master's student has completed an experimental project on ASMR in the media where she used a DOVE chocolate ad and had the original play to one group, a changed one that whispers and has music to another group, and another changed ad that whispers only to a third group. She found that the people enjoyed the DOVE ad as much as they enjoyed the original and conclude that DOVE can begin using ASMR in their commercials just like Toyota did (Craig, 2017a).

In the present study, more detailed demographic information of those who listen to ASMR was investigated. Based on previous studies, I predict there will be more Caucasian participants than participants of any other race or ethnicity. I predict that most of the participants would identify with being man, male, or masculine listeners of ASMR. Also, I predict that they will come from mostly Western and European regions, and be between the ages of 13-25. I also predict they will be middle class and prefer viewing whisper ASMR videos alone. Furthermore, they will be single, and will have been raised just one primary caregiver and currently live alone. These demographics are so vital to understand about a community that is rising so people can begin understanding why particular people feel one way and people outside the ASMR community sometimes do not.

Method

Participants

This research aimed to collect demographic information on the ASMR community using an online Qualtrics survey. A total of 990 participants were recruited through my social media accounts on Facebook, Reddit, Twitter, and the ASMR University website, but only a total of 675 participants completed the survey. Data collected from participants are still summarized in the results. A total of 728 participants answered the gender identity question, and 343 participants were man, male, or masculine; 368 participants reported identifying as woman, female, or feminine; 2 reported identifying as transgender man, male, or masculine; 10 identified as gender nonconforming, genderqueer, or gender questioning; and 5 preferred not to answer. All participants reported they were over the age of consent for participation in their country, and there were no reported minors in the study.

Material and Procedures

A recruitment description and link to the survey was put on my accounts on Facebook, Reddit, Twitter, and ASMR University website (see Appendix A), which is a site that has all the information that is known about ASMR, including publications, books, past, and current studies. Anyone can access this site following this link <https://asmruniversity.com/>. The participants who clicked the recruitment description, were asked if they were over or under the age of consent or under the age of consent in their country. Identical surveys were created -one for those over the age of consent and one for minors- with different consent processes. Participants who were over the age of consent had access to the first survey, but the participants who were under the age of consent in their country were to follow the informed consent process outlined and were given a survey link by the PI through an email.

A discussion people often have about ASMR is how people come into the community at such a young age. Now that the community knows there are minors listening to ASMR, there is more responsibility to protect them. Hertzell (2000) mentions that children represent a large and powerful segment and their information is sometimes collected and released without parental knowledge; this is especially a reality in ASMR data collection and needs to have proper precaution within the research studies. Jasmontaite and Hert (2015) write about the European nation and how they find the parental consent process is still flawed. They say that the process of parental/child consent often calls a minor at the age of 13 someone who can sign their name and give consent along with their parent, which does not make sense if the child is 13 they should not be able to sign. They also say that children have rights and should be treated with respect with decisions and if a parent does not want their kid partaking in surveys. This can limit the results of studies and children's autonomy. It also limits parents and ignores certain parent practices that teach kids not to give out their information. These limits in the consent process cannot be ignored, but in the following study the consent process remains only because there is not a better solution for getting consent from minors online and this study posed no harm to any of the participants.

The survey asked if the minors had completed printing the parental consent form and filling it out with a parent or guardian the private link was sent to them. Individuals were asked once more if the steps were done correctly for precaution and if they really wanted to participate. If they answered yes, they were sent to a child assent question and they would choose to continue taking the survey or not, while the ones who said no were sent to the directions again to complete it correctly. After providing assent from minors after obtaining parental consent, participants were asked to answer demographic questions (see Appendix C). They were then provided with a debriefing statement explaining the purpose of the study (see Appendix D). The

data were collected on an online Qualtrics survey, and the parental consent forms were printed out and kept in a folder and an excel file sheet with a number assigned to each participant who was a minor. The date and time was recorded when the parental consent form was sent me, and when the private link was sent. This consent process was thoroughly planned out with the IRB director of Lindenwood University. Precautions like this were taken because I wanted to collect answers from as many participants as possible from the ages of 13 and above, in any part of the world where it was allowable. This is because previous studies have shown that people from the ages of 13 years and above were the ones mostly listening to ASMR (Ramirez, 2015).

Results

Age

I predicted that participants ages 13-25 would listen to ASMR the most. All participants were over the age of consent in their country, and no minors partook in the survey. Demographic data could not be reported on exactly what age participants were because that question was overlooked and forgotten to put in the survey.

ASMR Community

Participants in the ASMR community were asked a series of questions pertaining to ASMR specifically. I wanted to collect information about their viewing habits, I predicted people would watch ASMR alone rather than around others. When asked when they listened to ASMR the most, 69.20% of participants reported they listened to ASMR the most at night. When asked how often they listen to ASMR per week, of 716 participants, 29.46% reported they listen to ASMR 7 times per week. The next top two were 16.34% of people said once a week, and 14.8% of people said three times per week (Appendix E). Another question asked, "How do you usually listen to ASMR?", 95.93% of 737 participants reported they watched it alone. 4.07% of 737 participants reported they watched it around others. Out of 725 participants, 67.86%

reported the primary reason they listen to ASMR is for relaxation, while 37.65% of people use it as a sleep aid or help them sleep better, and 14.75% of people reported they listen to ASMR for the tingles. The full list of reasons and percentages are listed in Appendix F. One person reported that they listened to ASMR because it “taps into a deeply personal and rarely visited place inside me- something I don’t allow myself to feel often especially around others”. Participants were also asked, “When was the first time you listened to ASMR?” Out of 723 participants there were a total of 769 responses. At 14.69% they reported that they first listened to ASMR in 2012, 13.78% of participants said in 2015, and 11.18% of participants in 2014 (Appendix G).

Caregivers

I predicted people who listen to ASMR lived alone or with one caregiver. I asked, “How many people do you live with at the moment?” and “Who were/was your primary caregiver(s) when you were growing up?” Responses to the first question included 712 participants, 31.46% of people said they live with one other person they live with at the moment. While 22.05% said they lived with two other people, 17.41% said they lived alone, and 16.57% said they lived with three other people. People below 10% lived with four or five people, and people below 1% lives with six to fourteen people, with one outlier who said they lived with 54 other people. A number of 719 participants answered the second question, with 51.73% reporting that their primary caregiver growing up was both their stepfather, father, stepmother, mother. The second highest response was 34.34% of people who reported only their mother was their primary caregiver. Everyone who responded below 10% included 2.36% for people who grew up with a mother and grandmother, 1.52% of people were cared for by a babysitter, 1.11% were cared for by their stepmom, mom, and stepdad, dad, and brother, or sister, while 1.8% of participants said they either grew up with their step/mom & step/dad & grandma/pa or just their mom and brother. Less than 10% of people reported they grew up with just their dad, grandma,

grandparents, brother, sister, parents/ grandma/ uncle/aunts, alone by their selves, with their significant other, an aunt or uncle, or just their dad and grandparents (Appendix H).

Education

I predicted that most of the participants would be between the ages of 13-25, so their education level would reflect this. No one reported being a minor in their country, and the question asking a specific age was overlooked. Participants were asked “Are you currently a student?” If they answered ‘yes’, they were sent to, “What grade are you in?” If they answered ‘no’, they were sent to, “What is the highest education level you have?” A total of 724 participants answered, “Are you currently a student?” while 28.87% said ‘yes’, 71.13% answered ‘no’. A total of 495 participants answered the “What is the highest education level you have?” question. A total of 36.97% of participants said their highest level was a Bachelor’s degree. With 17.98% participants answered some college, and 14.95% of participants said a Master’s degree. All other choices were below 10% (Appendix I). A total of 187 participants answered the question, “What grade are you in?” After responding ‘yes’ to being a student, two responses were deleted because they said “N/A”, Out of the students who did respond, 16.75% were seniors in college. The next biggest answers were 15.67% who reported a generic answer such as “university, undergraduate, college”, 14.59% reported being a sophomore in college, 13.51% reported being a junior in college, and 11.35% reported being a freshman in college. Under 10% of the data lay the super seniors, high school seniors, high school juniors, master’s students, doctoral students, postgrad students, certification programs, and people who said the generic term “graduate school” or “studies”, Under 1% of representation were both 0.54% and they were students who just finished studies, and returning students (Appendix J).

Gender Identity

I predicted that there would be more participants that identify as man, male, or masculine. Out of 990 participants, 728 people responded meaning 262 or 34.56% of participants did not respond to this specific question. People who identified as man, male, or masculine made up 47% or 343 participants. People who identified as woman, female, or feminine made up 51% or 368 participants. People who reported they were gender nonconforming, genderqueer, or gender questioning made up 1.37%, 0.68% made up participants who said they did not want to answer, and 0.27% of participants said they identified as transgender man, male, or masculine.

Language

I did not predict anything about language but was interested in the demographics of what languages people in the ASMR community spoke. I asked “What languages do you speak?” which was a question where participants could pick as many languages as they wanted, and “What is your primary language?”, an opened answer question. The first question “what languages do you speak?” received 1113 responses, 62.98% of participants reported being able to speak English. The rest were below 10% where 8.63% of participants could speak French, 7.64% said other language not listed, 7.28% said Spanish, 1.53% said Japanese, 1.44% said Italian, 1.35% said Portuguese, and 1.17% said Mandarin. The rest of the languages were below 10% including Arabic, Cantonese, Hindi, Korean, Russian, Tegalog, and Vietnamese.

Location

The study asked where participants currently lived because I predicted that Europe and North America would report being in the ASMR community more than other regions. I also asked for participants to click where they were born, and click all the places they have lived on a map that tracks clicks. For the first question, a word map was created instead of sifting through responses. The largest words revealed that most participants stated they currently lived in North America and Europe (Appendix K). When asked to click where participants were

born, they did so on a heat map where the most clicks would be red. As evident by the map North America and Europe were also the most clicked, therefore a majority of participants were from those regions (Appendix L). When asked to click all the places they had lived for a substantial amount of time which was defined as two years, participants clicked the same areas within North America and Europe (Appendix M).

Race and Ethnic Identity

I predicted that racially and ethnically participants would report being Caucasian over other racial and ethnic identities. Out of 990 participants, 771 reported their racial and ethnic identity. Out of those 771 participants, 83.36% of participants reported being Caucasian. While those who were Hispanic, Latino, or Spanish Origin, some other race such as Jewish or Human, Asian, American Indian or Alaska Native, or said they preferred not to answer all were below 10%. While people who were represented as less than 1% were Black or African American, Middle Eastern or North African, and Native Hawaiian or other Pacific Islander.

Relationship Status

I hypothesized that people who listened to ASMR would currently be single. Out of 729 participants who reported their relationship status, 39.78% reported being single. This was the highest of all relationship statuses reported. People reported being married at 24.69%, and being in a relationship made up 23.32% of the participants. Everyone who reported being below 10%, were engaged, in a civil union, a domestic partnership, open relationship, marking it's complicated, being separated, divorced, or widowed. Five people picked the "other" choice for being aromantic or other reasons.

Religion

I did not predict anything about religion, but was interested in what religions the ASMR community aligned with. A total number of 774 participants responded to the Question “Which belief do you identify yourself with?” Participants responded with 30.49% saying they were Atheist, 27.78% reported being Agnostic, and 20.67% reported being Christian. All other religions were below 10% where 2.58% reported being Buddhist, 1.94% reported being Spiritualists, 1.16% reported being Unitarians and Humanists, and 1.03% reported being Wiccan. All other religions were below 1%.

Social Class

I believed that people who were middle class would listen to ASMR more than other social classes. A total of 716 participants answered this question with 55.17% reporting they were middle class. While 35.20% reported being working class, 5.59% reported being poor, and 4.05% reported being affluent.

Social Media

I posted my survey on Reddit and Facebook because of the significant amount of people in the ASMR community who gravitate towards those specific social media websites. I was interested in collecting more demographic data on what social media sites the ASMR community usually used. I told the participants to rank social media websites they use in order from most used to least used. Participants ranked YouTube, Facebook then Reddit as the social medias they use on a daily basis.

Videos and Triggers

I predicted that people would pick whispering as their primary trigger. When asked what their top three triggers were 2,099 responses were recorded. The top three responses were whispering with 342 people, personal attention and close-up videos with 238 people, and tapping

videos with 152 people. A close fourth was roleplaying videos which made up 121 participants responses in their ranking.

Discussion

What I set out to find was demographics on the ASMR community because of their emerging popularity and new psychological interest, I wanted to see who these people were. In knowing who the main people are, we can understand them better as scientists, researchers, and psychologists. I formulated my predictions on the ASMR community based off of previous research and all of the ASMR journals, publications, and articles that I have read. I predicted that people in the ASMR community would mostly be Caucasian participants who identified as being man, male, or masculine listeners of ASMR. Who would mostly come from North America and European regions. They'd be between the ages of 13-25, be middle class, and prefer viewing whisper ASMR videos alone. They would also be single or in no relationship, and will not have grown up with more than one primary caregiver and live alone.

Unfortunately, my prediction about the cohort of ages 13-25 was not supported. This could be a result of several factors, such as participants possibly lying about their age to not go through a lengthy consent process, to the cohort getting older from previous years, to my prediction just being wrong. It would be interesting to see what cohort is actually the largest within the ASMR community.

My hypothesis that people in the ASMR community would watch ASMR alone was supported with 95.93% of people reporting they watch ASMR alone. This was expected because a lot of people in the community talk about watching ASMR alone. It would be interesting to see how a group of people react, and how they'd feel about watching ASMR videos. For those who feel like ASMR is not just a video-like experience, this may have been a

tough question to ask as many questions referred to only the online ASMR viewing experience rather than the body-like experience.

I predicted that people in the ASMR community would have little to no caregivers growing up, which meant a one parent/guardian household. This was not supported with 51.73% of people reporting they grew up in a two parent/guardian household. The next largest cohort was a one parent/guardian household. It would fare well to see if more participants responded, how the results would change. I believed mainly that participants would have grown up in a one parent/guardian household based off of the “phantom limb” ASMR theory that states people are drawn to ASMR because of the lack of comfort from caregivers, and they’d often feel more tingles because of the caregiving videos they watch.

I did not have a hypothesis for education, but most people reported not being in school, but completing a Bachelor’s degree. This means that most people in the ASMR community are students or have gained a higher education than a high school diploma. This maybe because ASMR is within the millennial age and getting more than a high school diploma is often necessary in the climate we often grow up in. The ASMR community is made up of educated individuals.

I predicted that more participants would report being man, male, or masculine. This was because based off of Barratt & Davis (2015), and Ramirez (2016), that most of the participants were in fact male. This demographic study reported more woman, females, or femme participants. I still believe there were not accurate results because 34.56% of participants did not answer the question about gender identity. This is a large number of unaccounted people, and therefore depending on their results could have skewed the statistics. Needless to say, in my study women are the largest cohort and this maybe because women are the largest ASMR video-making cohort. There are many men, males, masculine people who create videos, but it is

in large part women who are making several more. It would be interesting to find out how many videos there are in each gender category ever made within ASMR.

I did not predict anything for language, but most participants put they knew English. This may have been due to the online Qualtrics survey being in English, and that many people in other countries are often taught English as a second language.

I predicted that many people would come from Europe and North America, which was supported by the survey as well. Many people answered that they both were born and lived in Europe and North America most of the time. Many people reported having trouble with the map, clicking areas, and not being able to choose more than one. This may have skewed results and should be accounted for. Many others reported that they did not understand the question, which should also be taken into account when creating future surveys. I believed that many people from Europe and North America are more inclined to watch ASMR because of the individualistic cultures that surround them. According to Jordan (2016) I was interested in seeing an increase of ASMR within Japan, because of its growing popularity among the Asian participants. But, this may not be the case as more and more videos of “Mukbang” are becoming more popular instead. These are videos where people will eat a large amount of food in front of a camera, possibly alone or with others around. The intentions of this is unknown to the writer, but maybe because of a cultural interest in food and possibly attractive to people who are hungry, or alone and want something to watch. Juslin et. Al (2016) commented that individualistic and collectivistic cultures have differences in music, and the same results in ASMR have been apparent. It seems if you are in a collectivistic culture, you may not be drawn to ASMR if the group is not.

I believed that Caucasian people would presented in the ASMR community more than other racial and ethnic identities. This was supported with 83.36% of participants reporting being

Caucasian. This may be in due part that most participants who answered are from Europe or North America and currently live in individualistic cultures. Other cultures in Europe or North America such as the minorities may not be drawn to listening to ASMR because there is no appeal to them. Minorities in individualistic cultures are often influenced by their groups as well. They are often believed to be their own self, but also highly influenced by the people around them because of their cultures. While Caucasian people are often pushed to become their own person, with no cultural support. Many Caucasian people often grow up without knowing their lineage or history, while many minorities grow up knowing full well what history has done to influence their cultures.

I believed many people would be single in the ASMR community because of the same caregivers “phantom limb” theory. This belief that people seek comfort in the ASMR videos because they also do not have anyone around them. The hypothesis was supported with many participants reporting they were single. The most interesting is that the next largest cohort reported being married. This may as well debunk the hypothesis support since this is the second largest cohort and they have a spouse or partner around them.

I did not predict anything about religions, but most people said they were Atheist, Agnostic, or Christian. As Atheism is a lack of religion based off of the belief that there is none, Agnostics believe that there may or may not be a higher being or power over them. Then Christianity with all of its different sects is the most interesting because of their belief in a higher power which greatly differs from the first cohort of Atheism. I believe these are the three largest religious beliefs presented because the ASMR community is made of users who are mostly from Reddit, and the Reddit community are often filled with people who are atheist or agnostic. Even if this is not the case, it would be interesting to see if there were correlations between religiosity and ASMR.

I believed that people who were into ASMR would be in middle class, and that was supported by the data as well. The most surprising statistic is that 4.05% reported being affluent, because I did not expect a large number to be affluent. There are no definite implications that social class has anything to do with ASMR.

I believed that people would rank Reddit as their number one social media, but they actually ranked YouTube, Facebook, then Reddit in that order. YouTube as being ranked number one is not surprising because that is where ASMR videos are being hosted. Facebook being second is what surprises me because Reddit is where the ASMR video community is located. It maybe that Facebook is ranked number two because of how many more Facebook users may have taken the survey over Reddit users. How many participants from each social media site I acquired for the survey would play a big role for how the social media was ranked.

I predicted that participants would listen to whisper videos the most, and that was supported by the data as well. I did not ask why people listen to whisper videos, but it would be interesting to find out. I thought it'd be whispering videos because that is what people have reported in Ramirez (2016) as well.

All together the data suggests that participants are mostly single middle-class Caucasian women, female, or femme who are over the age of consent in their country. They grew up in a two-parent household, and have attained education over the high school level, getting a Bachelor's mostly. They mostly speak English, are from Europe or North America and are Atheist. Their most viewed social media is YouTube, and they like to watch and or listen to ASMR whisper videos.

Future Research

In the future, I would advise developing a different consent process for minors, because out of 990 participants that originally started the survey only 675 completed the

survey. Within those 675 people there were no minors. The study was first sparked by the first question about age, and it would be interesting to investigate whether this cohort was discouraged from completing my survey because of the lengthy process of parental consent and their own assent. I would also actually ask the Question “What is your age?” Instead of just asking if they are majority age in their country for consent. In addition, I would re-word some questions, and think about what ASMR really means, as people commented back that ASMR is more than a video phenomenon, but a body-like phenomenon they have had since birth. ASMR More research should be done not only in demographics, but in already researched areas like tingles, relaxation, flow state, triggers, and studies only once or twice done such as fMRI or EEG brain studies. More experimental studies should begin within the ASMR community, such as a blind or double-blind study, and more knowledge must be acquired from how people feel what ASMR means to them.

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Appendix A

Recruitment Statement

Please consider taking my anonymous survey on Autonomous Sensory Meridian Response (ASMR) and Culture. This is a demographic study to (purpose) and my research project for my Psychology Research lab class at Lindenwood University. Your participation is completely voluntary and you may stop at any time. Thank you!

Appendix B

Under the age of consent in their country directions

If you are under the age of consent in your country (For example in the United States it is under the age of 18), then you will have to follow these steps precisely.

1. Download the consent form at the bottom of the page by clicking on it
2. Print and read it over with a parent/guardian/adult and have them sign, and you have to sign it too.
3. Scan the consent form to AMR905@lindenwood.edu
4. I (the researcher) will send you a private link to the survey, where you can take it.

Thank you for your participation and interest in my study.

[Parental/ Child Consent Form](#)

Appendix C Demographic Questions

When do you listen to ASMR the most? (Mark all that apply)

During the day

During the afternoon

During the night

How often do you listen to ASMR per week?

How do you usually listen to ASMR?

Alone - For example, in a room alone, not around others

Around others- For example, around family and or/friends, in a crowded area, on the bus/train/ or any public area

What is the primary reason you listen to ASMR?

What are your top 3 favorite ASMR video triggers to watch? (For example - whispering, carving, no talk, soap, personal attention, etc.)

First Choice

Second Choice

Third Choice

When was the first time you've heard of ASMR?

What is your age?

What is your relationship status?

Single

In a relationship

Engaged

Married

In a civil union

In a domestic partnership

In an open relationship

It's complicated

Separated

Divorced

Widowed

Other, please specify:

How do you currently describe your gender identity?

Man, male, or masculine

Transgender man, male, or masculine

Transgender woman, female, or feminine

Woman, female, or feminine

Gender nonconforming, genderqueer or gender questioning

Intersex, or two-spirit

I prefer not to answer

What is your nationality? (Example: Colombian, American, Nigerian, etc.)

Which ethnicity describes you best? Select all that apply to you.

American Indian or Alaska Native- For Example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community

Asian- For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese

Black or African American- For example, Jamaican, Haitian, Nigerian, Ethiopian, Somalian

Hispanic, Latino or Spanish Origin- For example Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian

Middle Eastern or North African- For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian

Native Hawaiian or Other Pacific Islander- For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese

White- For Example, German, Irish, English, Italian, Polish, French

Some other race, ethnicity, or origin, please specify:

I prefer not to answer

What languages do you speak at home? (This is in alphabetical order and you may click more than 1 belief using the SHIFT key)

Arabic
Cantonese
English
French
German
Hindi
Italian
Japanese
Korean
Mandarin

What is your primary language?

With which belief do you identify yourself with? (This is in alphabetical order and you may click more than 1 belief using the SHIFT key)

- Agnostic
- Amish
- Ancestor Worship
- Animism
- Asatru
- Atheism
- Bahá'í Faith
- Brahma Kumari
- Buddhism
- Celtic Paganism

Are you a student?

Yes

No

What social class group do you identify with?

Poor

Working class

Middle Class











Affluent

How many people do you live with at this moment?

Who were/was your primary caregiver(s) when you were growing up? (ex: babysitter, mom, and brother)

What social media pages do you use daily? (almost every day) (Please click and drag the social media pages you uses into the box below, then order them in importance. 1 being the one you use the most, and 2 being the second you use the most. You do not need to put the ones you do not use in the list)

Items

- Facebook 
- Twitter 
- Instagram 
- Pinterest 
- YouTube 
- LinkedIn 
- Tumblr 
- Reddit  reddit
- Snapchat 
- Other 

Click to write Group 1

--

Where do you currently live? (Please provide country and state/province/region/territory/etc.) (For example: North America, United States, Missouri or North America, Canada, Ontario) Do not specify zip codes or addresses as this is not needed.

Please click where you were born:



Please click all places where you have lived for a substantial amount of time (2+ years)



Appendix D

Thank You statement

Thank You Statement

Thank you for taking the time to complete this survey for my class project at Lindenwood University. This survey was made to study culture and ASMR. I wanted to know what demographic characteristics are shared by people who engage in ASMR.

If you would like to see the results of my survey after Dec 15, 2017, please feel free to contact me using the contact information below. Again, thank you very much for your time and effort

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Appendix E

“How often do you listen to ASMR per week?” Question 7

# of Responses	Times per week	%	
117	1	16.34	
89	2	12.43	
106	3	14.8	
41	4	5.72	Below 1%
71	5	9.91	1-10%
48	6	6.7	Above 10%
211	7	29.46	
11	8	1.53	
4	9	0.69	
12	10	1.67	
2	12	0.279	
2	14	0.279	
1	20	0.13	
total responses	716		

Appendix F

Primary reasons to listen to ASMR Question 9

Participants	Primary Reason
107	tingles
492	relax
273	sleep
15	background white noise
39	entertainment pl
24	anxiety control
10	meditation
17	comfort/ soothes/ calms
3	curiosity
2	dep control
3	sexual
1	chronic pain control
22	stress relief
1	migrain relief
1	play sports
4	concentration

Appendix G

First time you heard ASMR Question 11

22	specific ASMRtist	2.86	
38	youtube	4.94	
26	reddit	3.38	
6	college	0.78	
8	google	1.04	
38	don't remember	4.94	Less than 1%
2	age 14	0.26	1-10%
6	age 15	0.78	Over 10%
3	age 17	0.39	
2	age 20	0.26	
1	age 24	0.13	
1	age 47	0.13	
1	age 6	0.13	
1	age 8	0.13	
9	podcast	1.17	
6	college	0.78	
6	friend/hearsay	0.78	
5	magazine	0.65	
8	google	1.04	
3	whisper comm	0.39	
3	television	0.39	
2	specific place	0.26	
1	high school	0.13	
2	1977	0.26	
1	1997	0.13	
1	2004	0.13	
1	2005	0.13	
0	2006	0	
5	2007	0.65	
6	2008	0.78	
13	2009	1.69	
39	2010	5.07	
53	2011	6.89	
113	2012	14.69	
72	2013	9.36	
86	2014	11.18	
106	2015	13.78	
58	2016	7.54	
35	2017	4.55	
total 769			

Appendix H

Q23 - Who were/was your primary caregiver(s) when you were growing up? (ex: babysitter, mom, and brother)

Q23		
participants	code	%
248	mom 1	34.49
10	dad 2	1.39
372	both m/d 3	51.73
6	4 grandma/t	0.83
6	5 grandpare	0.83
0	6 step mom	0
0	7 step dad	0
2	8 brother	0.27
17	9 mom/gma	2.36
8	10 parents a	1.11
11	11 babysitte	1.52
3	12 sister	0.417
3	13 parent gr	0.417
13	14 parent ar	1.8
13	15 mom anc	1.8
2	16 myself	0.27
1	17 SO	0.13
2	18 aunt/unc	0.27
2	19 dad and g	0.27
719		

Appendix I

What is the highest education level you have?

Some high school	2.63%	13
High school diploma or equivalent	8.48%	42
Vocational training	3.64%	18
Some college	17.98%	89
Associate's degree (e.g., AA, AE, AFA, AS, ASN)	6.67%	33
Bachelor's degree (e.g., BA, BBA, BFA, BS)	36.97%	183
Some post undergraduate work	2.22%	11
Master's degree (e.g., MA, MBA, MFA, MS, MSW)	14.95%	74
Specialist degree (e.g., EdS)	2.22%	11
Applied or professional doctorate degree (e.g., MD, DDC, DDS, JD, PharmD)	0.20%	1
Doctorate degree (e.g., EdD, PhD)	1.62%	8
Other	2.42%	12

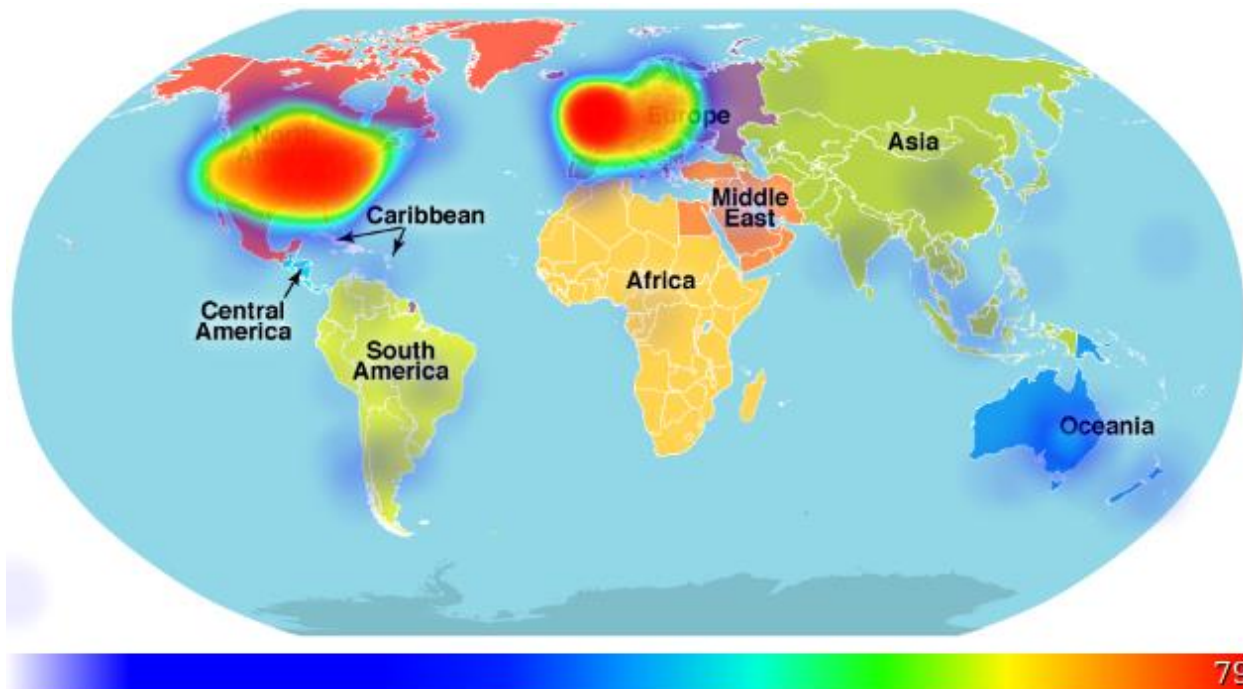
Appendix J

Q32- What grade are you in?

participants	code	%	
21	1 freshman	11.35	
27	2 sophomore	14.59	
25	3 jr	13.51	
31	4 senior	16.75	
2	5 super senior	1.08	
8	6 high school senior	4.32	Over 10%
29	7 generic answer	15.67	Under 10%
4	8 high school jr	2.16	Below 1%
14	9 Masters	7.56	
4	10 Doctorate	2.16	
8	11 Postgrad	4.62	
2	12 certificate prograr	1.08	
1	13 just finished studi	0.54	
1	14 returning student	0.54	
7	15 generic "grad schc	3.78	

Appendix L

Q26- Please click where you were born



Appendix M

Q27- Please click all places where you have lived for a substantial amount of time (2+ years)

